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CLAIMS

1.   A broadcast media receiver (30) comprising:

a receiver unit for receiving a first data stream (21) of broadcast
media and at least one second data stream (22) over a first communication
channel (20);

data separation means (33) for separating the second data
stream (22) from the first data stream (21);

a transmitter / receiver unit (41) for communicating with mobile
communication devices (50, 51) within a local, short range, transient wireless
network (40) using a second communication channel;

a monitoring device (37) for detecting a mobile communication
device present on the local wireless network, and for determining a device type
and/or configuration thereof; and

a delivery device (35, 41) for delivering a third data stream (23),
comprising at least part of said second data stream (22), to said mobile
communication device according to the determined device type and/or
configuration.

2.   The broadcast media receiver of claim 1 further including a
processor (35) for converting the at least part of the second data stream (22)
into the third data stream (23) such that the third data stream is in a format
suitable for the determined device type and/or configuration of the mobile
communication device (50, 51).

3.   The broadcast media receiver of claim 1 in which the third data
stream (23) comprises any one or more of commands, an application program,
or other data.

4.   The broadcast media receiver of claim 1 in which the delivery
device (35) is a filter adapted to remove any parts of the second data stream

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(22) that are incompatible with characteristics of the determined device type and/or configuration of the mobile communication device (50, 51).

5.   The broadcast media receiver of claim 1 in which the second data stream (22) includes identifiers indicating a predetermined class of devices for which parts of the second data stream are suitable and the data separation means (33) is adapted to process said second data stream to extract respective parts thereof according to each identifier for a class of devices.

6.   The broadcast media receiver of claim 1 in which the delivery device (35) automatically forwards the third data stream (23) to all mobile communication devices (50, 51) on the local wireless network having the determined device type and/or configuration.

7.   The broadcast media receiver of claim 1 in which the monitoring device (37) is adapted to detect a device type corresponding to one or more of a mobile telephone, a personal digital assistant, a portable computer, a personal audio or video playing apparatus, or a hybrid of any of the above.

8.   The broadcast media receiver of claim 1 in which the monitoring device (37) is adapted to detect a configuration of the mobile communication device (50, 51) in which configuration parameters include one or more of a processor configuration, an operating system, a display configuration, an application program executing or executable on the mobile communication device, a programming language executing or executable on the mobile device, a set of user defined preferences, a proprietary standard or device attribute, or a combination of any of the above.

9.   The broadcast media receiver of claim 1 in which the data separation means (33) includes means for detecting, within said second data

stream, one or more flags indicating a class of devices to which at least a part of the second data stream relates.

10.   The broadcast media receiver of claim 1 in which the delivery device (35, 41) is adapted to deliver the third data stream (23) to the mobile communication device (50, 51) over the second communication channel (40).

11.   The broadcast media receiver of claim 1 in which the transmitter / receiver unit (41) is adapted to use a Bluetooth or IEEE 802.11 communication standard.

12.   The broadcast media receiver of claim 1 further including a processor (35) for executing an application program interactively with an associated mobile communication device (50, 51) following download of relevant parts of that application program to the mobile device as said third data stream (23).

13.   The broadcast media receiver of claim 1 further including means (37) for periodically checking for the existence of new mobile communication devices (50, 51) within the wireless network (40).

14.   A broadcast media transmitter (10) comprising a transmitter unit for transmitting a first data stream (21) of broadcast media and at least one second data stream (22), over a broadcast communication channel (20), to a plurality of broadcast media receivers (30), the at least one second data stream (22) including at least one flag indicating a class of mobile communication devices (50, 51) to which at least a part of the second data stream relates.

15.   The transmitter of claim 14 in which the transmitter unit is adapted to transmit a plurality of said second data streams, each one including

a flag indicating a class of devices to which the respective second data stream relates.

16.   The transmitter of claim 14 or 15 in which the class of devices so indicated is one or more of a mobile telephone (50), a personal digital assistant (51), a portable computer, a personal audio or video playing apparatus, or a hybrid of any of the above.

17.   A mobile communication device (50, 51) comprising:

        a transmitter / receiver unit for communicating with a broadcast media receiver (30) in a local, short range, transient wireless network (40) using a second communication channel;

        means for receiving, from the broadcast media receiver, a request for identification of a device type and/or configuration of the mobile communication device;

        means for responding to said broadcast media receiver with an indication of the device type and/or configuration of the mobile communication device; and

        means for receiving a data stream from the broadcast media receiver customised to said indicated device type and/or configuration.

18.   The mobile communication device of claim 17 in which the data stream comprises any one or more of commands, an application program, or other data.

19.   The mobile communication device of claim 17 comprising any one of a mobile telephone, a personal digital assistant, a portable computer, a personal audio or video playing apparatus, or a hybrid of any of the above.

20.   The mobile communication device of claim 17 in which the means for responding is adapted to indicate a configuration of the mobile communication device in which configuration parameters include one or more

of a processor configuration, an operating system, a display configuration, an application program executing or executable on the mobile communication device, a programming language executing or executable on the mobile device, a set of user defined preferences, a proprietary standard or device attribute, or a combination of any of the above.

21.   The mobile communication device of claim 17 further including a processor for executing an application program interactively with an associated broadcast media receiver following download of relevant parts of that application program to the mobile device from the broadcast media receiver.

22.   A method of downloading data to a mobile communication device (50, 51) over a broadcast media network (20) comprising the steps of:

receiving, at a broadcast media receiver (30), a first data stream (21) of broadcast media and at least one second data stream (22) over a first communication channel (20);

separating the second data stream (22) from the first data stream (21);

communicating with one or more mobile communication devices within a local, short range, transient wireless network (40) using a second communication channel;

detecting a mobile communication device present on the local wireless network, and determining a device type and/or configuration thereof; and

delivering a third data stream (23), comprising at least part of said second data stream, to said mobile communication device according to the determined device type and/or configuration.

23.   The method of claim 22 further including converting the at least part of the second data stream into the third data stream such that the third data stream is in a format suitable for the determined device type and/or configuration of the mobile communication device.

24.   The method of claim 22 in which the third data stream comprises any one or more of commands, an application program, or other data.

25.   The method of claim 22 further including filtering out any parts of the second data stream that are incompatible with characteristics of the determined device type and/or configuration of the mobile communication device to form said third data stream.

26.   The method of claim 22 further including detecting identifiers within the second data stream indicating a predetermined class of devices for which parts of the second data stream are suitable and processing said second data stream to extract respective parts thereof according to each identifier for a class of devices.

27.   The method of claim 22 further including the step of automatically forwarding the third data stream to all mobile communication devices on the local wireless network having the determined device type and/or configuration.

28.   The method of claim 22 further including detecting a device type corresponding to one or more of a mobile telephone, a personal digital assistant, a portable computer, a personal audio or video playing apparatus, or a hybrid of any of the above.

29.   The method of claim 22 further including detecting a configuration of the mobile communication device in which configuration parameters include one or more of a processor configuration, a display configuration, an application program executing or executable on the mobile communication device, a programming language executing or executable on the mobile device, a set of user defined preferences, or a combination of any of the above.

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30.   The method of claim 22 further including detecting, within said second data stream, one or more flags indicating a class of devices to which at least a part of the second data stream relates.

5   31.   The method of claim 22 in which the third data stream is delivered to the mobile communication device over the second communication channel.

32.   The method of claim 22 further including executing an application
10   program interactively with an associated mobile communication device following download of relevant parts of that application program to the mobile device as said third data stream.

33.   The method of claim 22 further including periodically checking for
15   the existence of new mobile communication devices within the wireless network.

34.   A computer program product, comprising a computer readable medium having thereon computer program code means adapted, when said
20   program is loaded onto a computer, to make the computer execute the procedure of any one of claims 22 to 33.

35.   A computer program, distributable by electronic data transmission, comprising computer program code means adapted, when said
25   program is loaded onto a computer, to make the computer execute the procedure of any one of claims 22 to 33.